

Description of Opportunity

A dog walking business is definitely for those people who are passionate about animals, and dogs in particular. People go to work most days and have to leave their pets behind. Thus, they need dog walking services to keep their dogs active and healthy.

Target Market

Pet/dog owner, within a 2-3km radius from your own home.

Set Up Costs

- | | |
|---------------------|-----|
| 1. Marketing flyers | 6. |
| 2. Business cards | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Equipment List

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|--|-----|
| 1. Dog collars and leads | 6. |
| 2. Water bowl | 7 |
| 3. Poop-Scoop | 8. |
| 4. Full body dog harness | 9. |
| 5. Can consider a hands free dog harness | 10. |

Consumables & Raw Materials

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|-----------------|-----|
| 1. Dog treats | 6. |
| 2. Plastic bags | 7 |
| 3. Gloves | 8. |
| 4. | 9. |
| 5. | 10. |

Skills

- Dog lover and people friendly skills
 - Friendly and patient demeanour
 - Basic dog training skills to start
 - Time management skills
- Improve your skills with advanced dog handling training, first aid, animal care and animal behaviour courses.

Premises

None needed. Only a small cupboard to keep your equipment and your client/dog records.

Labour Intensity Factor: 7 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: MEDIUM \$\$

Start-Up Tips

- Research the market as well as your competitors in your area.
- Find out EXACTLY what your market's expectations are - so, what do you need to do?
- Do a business plan before starting off
- Consistently follow up with your customers to ensure customer satisfaction
- Leave notes behind after each service - highlight work done, additional services offered and any concerns
- Consider a contract with the dog owners to ensure any liability for bad behaviour by the dog remains with the dog owner.

Videos & Articles (URLs)

- Search on Youtube for 'Dog walking training'.
- Read through magazines on pets, specifically around dogs.
- Research pet/dog websites and subscribe to their free newsletters.
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Buyer Persona

Description: Working or home bound dog/s owner within a 5km radius from own home.

Role: Worker with pets

Age: 21 + (enter range)

Gender: Both

Education: Grade 12 or above

Social Standing: Business Owner or Worker

Monthly Income: Low to High

Daily Challenges:

- Insufficient time
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Biggest Fears:

- Losing Job or Business
- Unhealthy pets and huge vet bills
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Purchasing Criteria:

- Reliable and dependable service
- Friendly and confident demeanour

Social Media Platform:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- Local Newspapers and Shopping Centre Pinboards.

Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
- More leisure time

Hobbies & Interests:

- Outdoors
- Sports
- Travel

Common Objections:

- Lack of experience with pets and/or dogs
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- Animal, specifically a dog lover
- Experience with dogs

Market Needs & Pain Points

Market Needs:

- To keep their dogs healthy
- Need to exercise their pets
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Market Pain Points:

- Insufficient time to walk their dogs
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Opportunity Pros & Cons:

- Pros:**
- Low cost outlay for potentially high income
 - If you love being outdoors, this job allows you to be active and outside everyday.
 - Business growth potential should be relatively easy
 - You can expand your business by offering other services (dog washing, pet sitting, etc.)
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- Cons:**
- Very good time management to juggle between school, homework, studying and walking dogs.
 - Taking away your free weekend time to run your dog walking business and provide your service
 - Ensure your administration and client record cards are detailed and upto date.
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General Notes & Suggestions

Research available courses. These are relatively inexpensive or for free. Here is a link to one such course, <https://www.udemy.com/course/professional-dog-walker-training-course>.

When researching your competition try find out where the gaps are. You can ask questions such as, in what areas do most dog walkers walk, what do they charge per hour in your area and if dog owners are open to group walks?

Consider walking the dogs of friends and family, for free if need be, to gain some experience and to start a reference list for new customers. Dog owners will need to know you have experience before they will allow you to walk their dogs.

You will need to ensure you meet any dog owners and the dog/s (your parents must go with you) before you agree to walk the dog/s.